

METROWEEKLY

Making Your Message Work

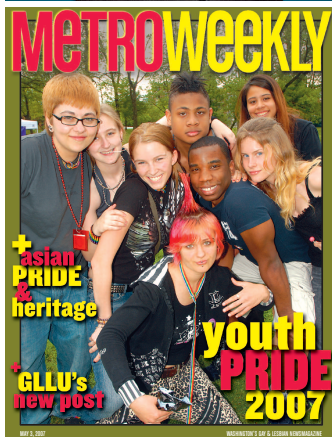
Nine Simple Ways to Pitch Your Business to *Metro Weekly*



Plan from the beginning — Make media outreach part of your planning process, from annual goals to special event planning.

Don't plan in a vacuum — If you're planning special events, explore what GLBT organizations or other businesses have planned during the same period.

Know what you're promoting — Is it your unique mission? Is it your product debut? Is it news that impacts the GLBT community? Determine what makes your message special.



Plan your pitch — Put together a compelling and reasonable case for coverage based on your goals for your business and our goals for *Metro Weekly*.

Pitch early, follow up often — Major coverage is planned in advance, so get your information out as soon as it's ready. And stay in touch with your *Metro Weekly* contact.

Respect the difference between editorial and advertising — There is one, and we consider it very important.

Memorize our deadlines (and meet them!) — Late submissions rarely make it in.

Don't forget to advertise! — Advertising extends your reach dramatically and gives you more control over your message. And *Metro Weekly* makes it affordable.



Keep it local, keep it interesting — We're here to serve our readers. Help us find the stories they want and need to hear!